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**THE COMPANY: SUDZY SALMON CAR WASH**  
**POSITION TITLE: SALES AND TRAINING DIRECTOR**  
**REPORTS TO: SENIOR VICE PRESIDENT OF RETAIL OPERATIONS**  
**LOCATION: EAGLE RIVER, ALASKA (SERVING IN ANCHORAGE AND MAT-SU VALLEY)**  
**WEBSITE: <https://sudzysalmon.com/>**



### **Company**

Sudzy Salmon provides a first-class express car wash experience in and around the Anchorage and Mat-Su Valley areas! Our dedication to excellence and customer service set the standard for convenience and consistency. We are proud to be local and veteran-owned. We're growing and now operate six car wash locations in Anchorage Midtown, Eagle River, Palmer, South Anchorage, Wasilla and Wasilla North. Faster, cleaner, more fun: that's the Sudzy way!

### **Position Overview**

We are seeking a positive, energetic, service-oriented and results-driven **Sales and Training Director** to lead our efforts in expanding our car wash membership base. This role will be responsible for strategic sales management, driving growth, and implementing effective sales training programs for our highly talented team. The ideal candidate will have a proven track record of success in sales leadership and training, exceptional communication skills, and a passion for customer service.

### **Key Responsibilities**

#### Membership Growth Strategy

- Develop, manage, and execute sales strategies and tactics to inform guests of wash package advantages and increase car wash memberships.
- Monitor and analyze market trends and competitive landscape to refine strategies.

#### Sales Management

- Lead, motivate, and coordinate schedules for sales associates in collaboration with the director of operations and site managers for multiple locations to achieve membership and revenue goals.
- Set clear performance targets and provide ongoing coaching and feedback.
- Track and report on sales metrics, identifying and implementing areas for improvement.

#### Sales Training and Development

- Design and implement comprehensive training programs for sales associates and site team members to enhance knowledge of services, communication skills, and customer service.
- Foster a culture of learning and professional development within the sales team.
- Conduct regular training sessions to inspire teams and improve performance.

#### Customer Relationship Management

- Build and maintain positive customer relationships and strengthen brand awareness and reputation in the community.  
Collaborate with sales associates and site teams to develop promotional campaigns and initiatives that drive growth.



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Collaboration and Reporting

- Work closely with senior leadership and cross-functional teams, including operations and marketing, to ensure alignment on growth initiatives.
- Provide regular reports to senior management on sales performance, trends, and forecasts.

Qualifications & Skills:

- 8 to 12 years of successful sales management experience in the retail or customer service industry (car wash experience desired; but not required)
- Bachelors degree from college or university preferred, but not required
- Confidence and desire to lead, manage, and train sales associates and teams to create "faster, cleaner, and more fun" experiences for guests, and grow unlimited club memberships
- Goal-orientated with a strong work ethic, organizational skills, time management, and ability to troubleshoot, multi-task, and prioritize goals and tasks
- Comfort with technology and ability to quickly learn a point-of-sale system and a variety of applications (Google Workspace, Zoom, and some Microsoft Office) on both Apple and PC devices
- Ability to maintain clear, professional, and transparent communication, both verbally and in writing
- Availability to be flexible and intentional in scheduling projects, training, and team support based on customer trends, weather, and training needs (including nights and weekends)
- Willingness to abide by our neat uniform appearance standards and to consent to background and motor vehicle records checks
- Willingness to drive daily/weekly throughout the greater Anchorage and Mat-Su Valley areas
- Valid driver's license required
- Physical Demands: Ability to continuously stand or walk for prolonged periods; ability to balance, bend, squat, climb stairs, climb ladders of various sizes, reach, and lift frequently (lift and carry up to 50 pounds occasionally); must be able to use hands and fingers to communicate, operate, handle, and use controls, equipment, and tools; sense of smell is occasionally required; vision must be sufficient to see details up close and must have the ability to focus

**Benefits:**

- Competitive base salary and performance-based incentive plan
- Career pathway, leadership training, and industry certification opportunities
- Health, dental, vision, and life insurance plans
- 401k retirement plan with matching contributions up to 4%
- Tuition reimbursement program
- Free washes

Join us in driving success and delivering exceptional service in the car wash industry!

**Sudzy Salmon Car Wash provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.**



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Cornerstone Executive Search - Kansas City is a leading retained executive search firm that helps great companies recruit great people. For more than 40 years, Cornerstone has excelled in serving its client companies with executive talent acquisition across the United States. Cornerstone has successfully completed hundreds of retained executive search assignments for C-suite, President, Vice President, Director and Senior Management-level positions. To inquire about how Cornerstone can serve your executive talent acquisition needs, please visit our [website](#) or call our office at 913.341.7655.

Interested or know the perfect candidate for this opportunity?

Please send resume or referrals to:



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5200 W 94<sup>TH</sup> TERR., SUITE 202, PRAIRIE VILLAGE, KS 66207  
PHONE: (913) 754-2095  
[jamieo@cornerstone-kc.com](mailto:jamieo@cornerstone-kc.com)  
**PROJECT: 24-09-1156**  
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